iOS 7 Tech Talks 2013



These are confidential sessions—please refrain from streaming, blogging, or taking pictures

Game Developer Day Kickoff

John Geleynse

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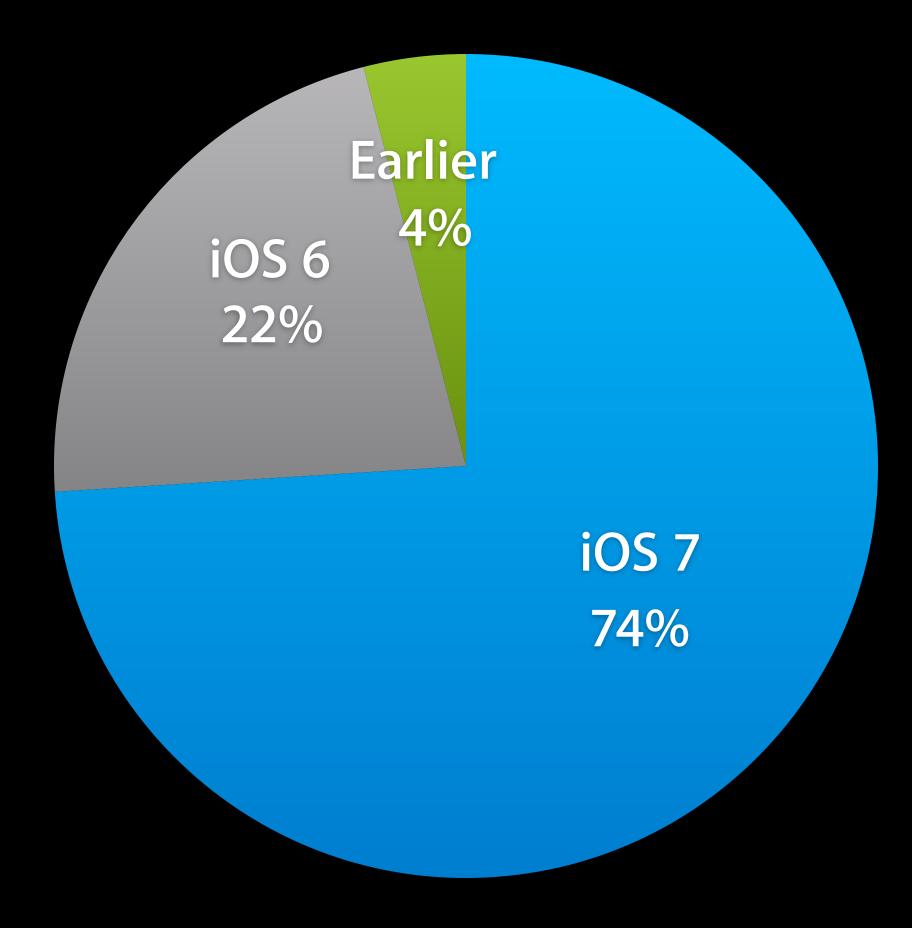
Welcome!

Great day planned for you!

Significant Milestones

700,000,000 iOS Devices

200,000,000 iOS 7 Updates



iOS Versions

App Transfer

App Store Short Links

Same Day WWDC Videos

Catalog Reporting

Over-the-Air

Download Limit

OS X Subscriptions

New WWDC App

Free Access to Pre-release Documentation

Smart App Banners

Over-the-Air Beta Installs

Hosted In-App Purchases

Custom B2B App Distribution

Minors at WWDC

Faster Enrollment

Expanded Volume Purchase Program

Portal-free Development with Automatic Configuration Enhanced Sales and Trends

Increased iAd Revenue Share

Kids Category

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Next Generation Platform



Background push updates

64-bit Architecture

Add to Reading List

Ranking-style leaderboards

Text Kit

Background transfers

Game score signing

Core Motion

MFI Game Controllers

Dynamic type size

Map snapshots

Sprite Kit

Directions API

3D map view

Silent push notifications

iBeacon

Authenticated Game Center players



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UIKit Dynamics

New turn-based game modes

New multitasking APIs

Map tile overlays

Geodesic polylines





Ready for Next Generation iOS Games





Next Generation iOS Games

Intuitive

State-of-the-art

Familiar

Connected

Engaging

Enabling

Memorable

Great
Games

Replayable

Social

Accessible

Localized

Designed

Personal

Unique

Innovative

Stand out

Intuitive

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Flight Control



Real Racing



Doodle Jump



Osmos



Topple



Cut the Rope



Ridiculous Fishing



Jetpack Joyride



Where's My Water?



Badland



Letterpress



SkyGamblers

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Stand out



Optimized for 64-bit



- 64-bit desktop-class architecture
- New CPU, GPU, and Image Signal processor

- 2x integer registers
- 2x floating point registers
- More efficient assembly code
- Objective–C Runtime optimizations
- Faster performance for both 32-bit and 64-bit apps
- Universal code base
- Built for the future



- Up to 2x faster CPU
- Up to 2x faster graphics

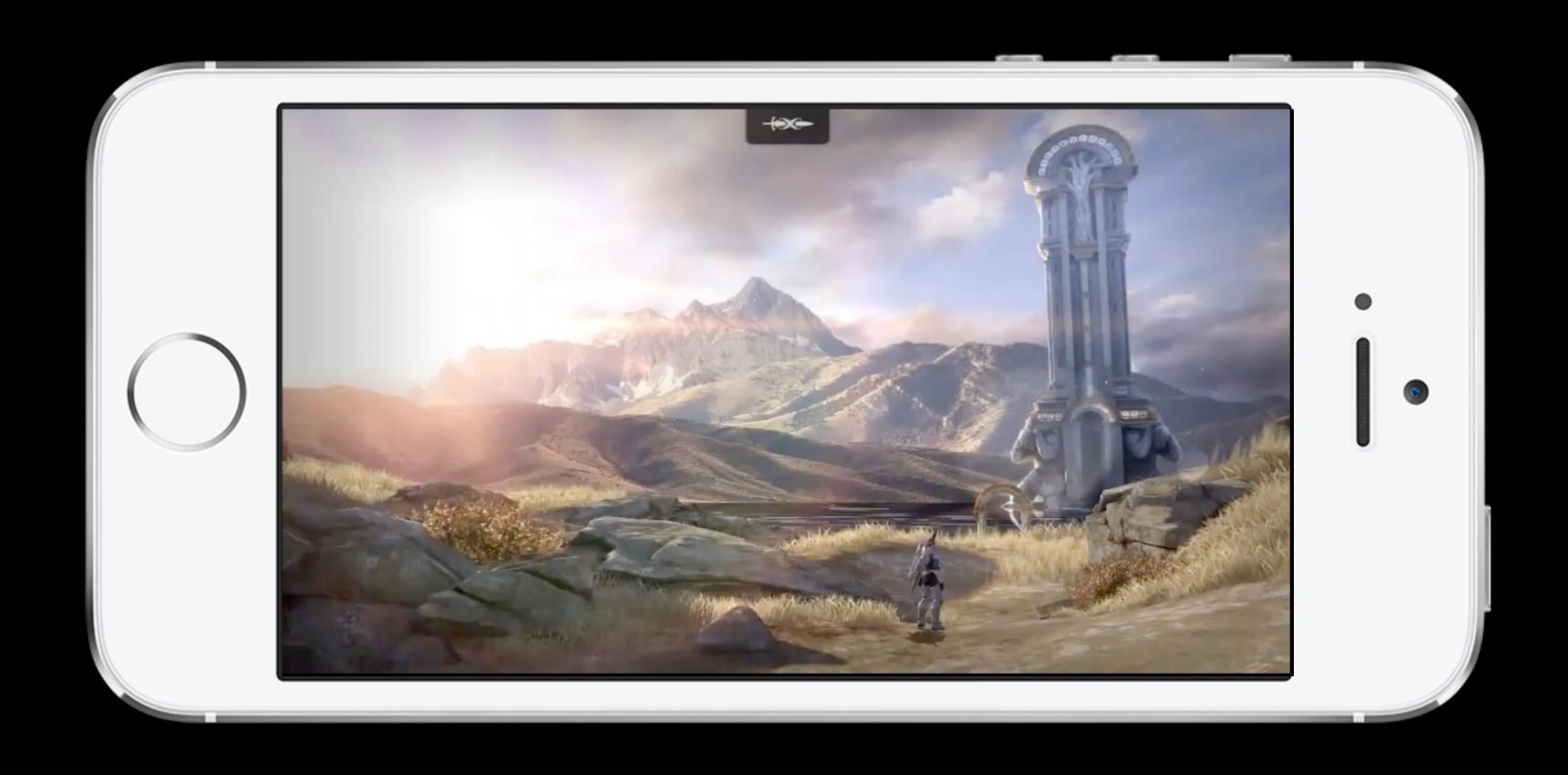
Benefits of a Fast GPU

- Increased graphics fidelity
- Increased frame rate
- Smoother animations
- More realistic lighting and effects
- Enables new applications



Infinity Blade 3

Chair Entertainment Group LLC







Optimized for 64-bit



Always Ready



- Intelligent scheduling
- Opportunistic updates
- Push triggers from your server



- Background fetch
- Remote notifications
- Background transfers



Power Smart



- Optimize network access
- Transmit smallest amount needed
- Batch network operations to allow antennas to be powered off



Always Ready



Secure

Passcodes



More users are setting passcodes

Data Protection enabled more often

May impact background operations

Data Protection



Protects data using user's passcode
Keychain items protected by default
Files protected until first unlock
Apps need to be aware when
running in background

Secure Networking



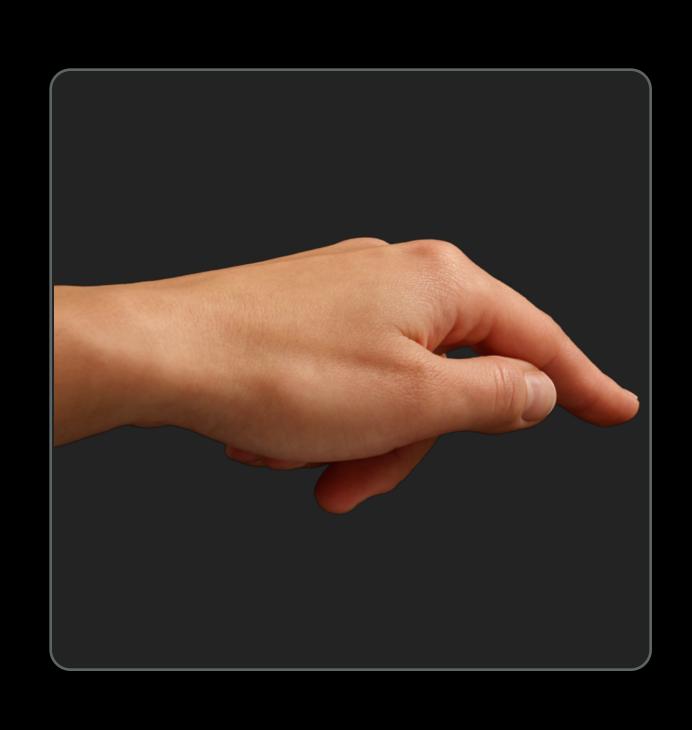
Use secure encrypted protocols
Hash sensitive data, if possible
Respect user's privacy



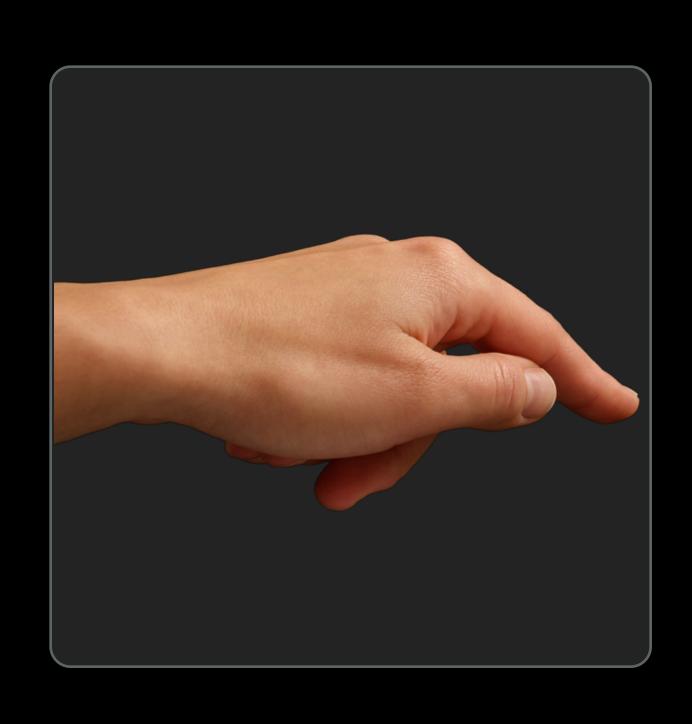
Secure



Designed for Touch

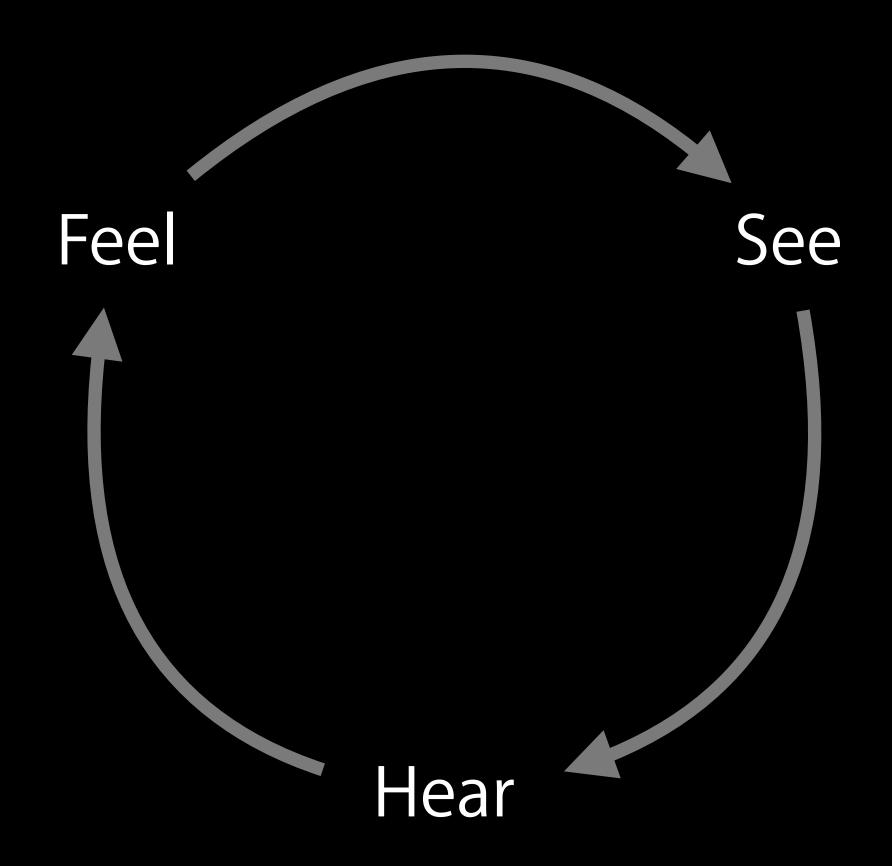


- Controls designed for touch
- Games designed for controls



- Controls designed for touch
- Games designed for controls
- Direct interaction
- Instantaneous feedback







Multi-Touch and Motion

Augmented by Game Controllers





Designed for Touch

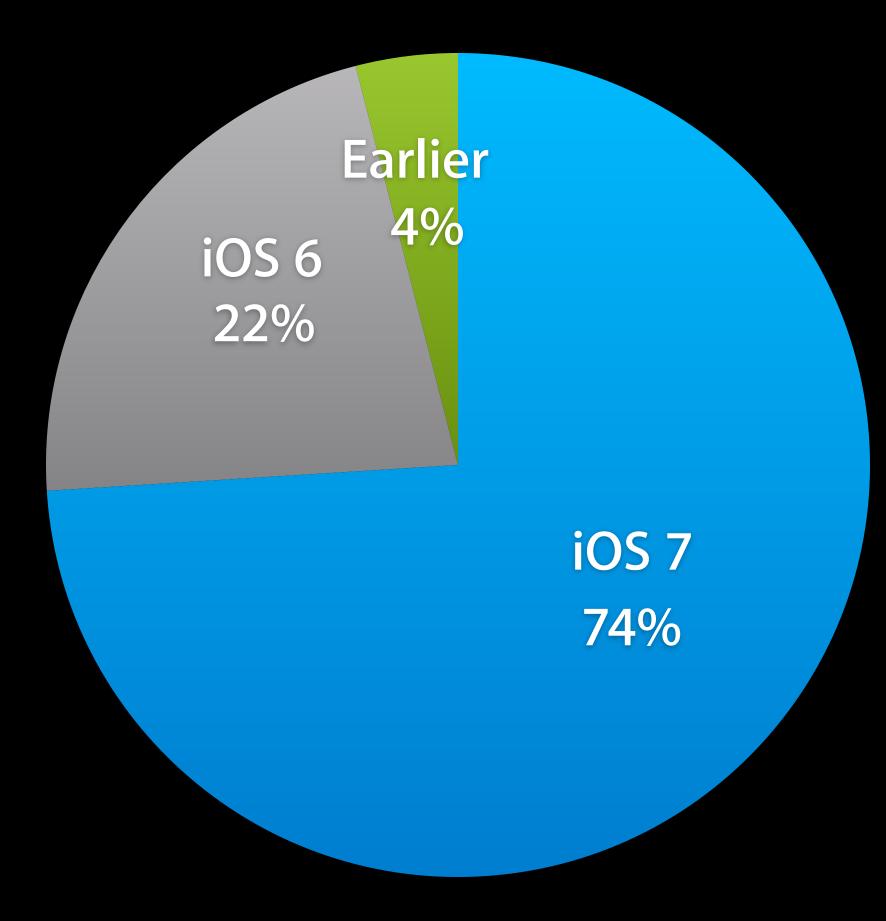




• Takes advantage of the latest iOS devices



- Takes advantage of the latest iOS devices
- Target the newest iOS releases



iOS Versions



- Takes advantage of the latest iOS devices
- Target the newest iOS releases



- Takes advantage of the latest iOS devices
- Target the newest iOS releases
- Integrates built-in game technologies



Game Center









OpenGL ES 3.0

Sprite Kit

Game Controllers

AirPlay





















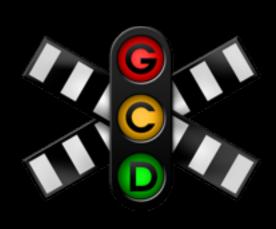


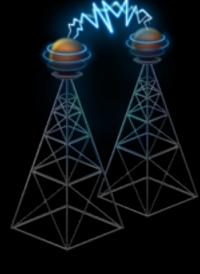














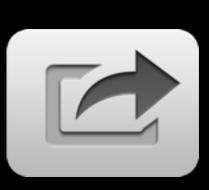


























- Takes advantage of the latest iOS devices
- Target the newest iOS releases
- Integrates built-in game technologies



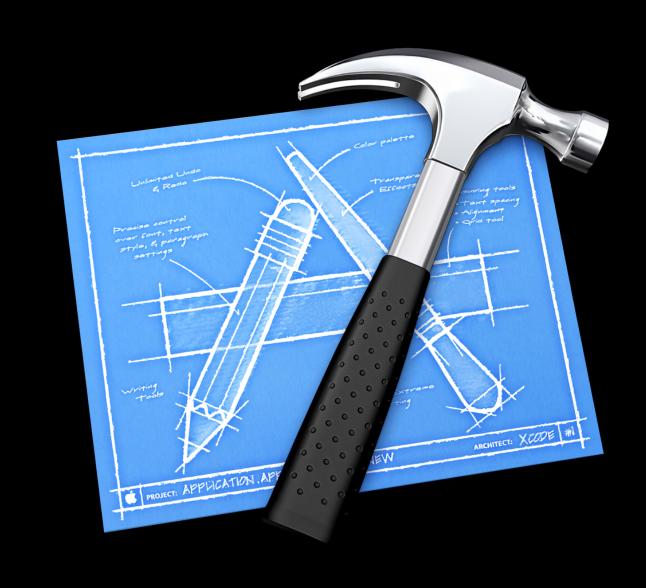
- Takes advantage of the latest iOS devices
- Target the newest iOS releases
- Integrates built-in game technologies
- Uses current tools and techniques







iOS 7 SDK



Xcode 5

Base SDK →

7

— Deployment Target

6.1

6

5.1

5

4.3

State of the Art



- Takes advantage of the latest iOS devices
- Target the newest iOS releases
- Integrates built-in game technologies
- Uses current tools and techniques

State of the Art



- Takes advantage of the latest iOS devices
- Target the newest iOS releases
- Integrates built-in game technologies
- Uses current tools and techniques
- Continually invests to keep modern

Background push updates

64-bit Architecture

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State of the Art



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State of the Art

Next Generation iOS Games



Optimized for 64-Bit



Always Ready



Secure



Designed for Touch



State of the Art

Next Generation iOS Games



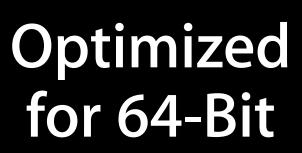














Always Ready



Secure



Designed for Touch



State of the Art

Ready for Next Generation iOS Games





A Full Day Ahead

09:00	Game Developer Day Kickoff
10:00	Advances in OpenGL ES 3.0
11:00	Architecting Modern iOS Games
12:00	Lunch
12:30	App Store Distribution and Marketing
14:00	Developing 2D Games with Sprite Kit
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17:00	User Interface Design for iOS Games
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All Day Lab

Lots of Apple Experts

Come and Go As Needed

Design	User Interface Design Audits
Develop	Frameworks - UlKit, Text Kit, Motion Effects App Services - iBeacon, Location, In-App Purchase Dev Tools - Xcode, 64-bit, Instruments Graphics - OpenGL ES, Sprite Kit, Game Center, Game Controllers Core OS - Networking, security, privacy
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Have a great day!

Thank you!





